

## BRAND STRATEGY TIPS & TOOLS

### *IF YOUR BRAND COULD TALK, WHAT WOULD IT SAY?*

As a brand, establishing your identity is key to maximizing the reception of your product/service. Creating clear copy to describe your company is essential to conveying what you stand for and what sets you apart from other brands. Potential clients and customers need to know what your product is about in order to determine whether or not it serves their interests and meets their needs.

So, where do you start? Gauging your literary tone is key. The best way to ensure that you don't alienate your customer is to clearly state the key points of your brand in an engaging and accessible way.

Your mission statement and/or brand story is a great place for you to answer the questions you most receive about your product/service. What is your medium? What is your process? Why do you create what you create, and what is your intention? A great way to zero in on these questions is to jot down a few words about your work that encompass your company's goals. From there you can use these words to inform your mission statement.

Once you've got your mission statement down you'll want to lock in an effective story. Again, you want to be clear, succinct, and focus on your purpose for reaching out to your customer, as well as what you have to offer. This is also a great place to be creative and to inform your customer on your company's history and journey thus far, as well as what you hope to achieve in the future.